

Breakfast With Diggy

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

CONTEST DESCRIPTION:

The ***Breakfast with Diggy Contest*** ("Contest") will begin on Wednesday, March 21, 2012 and end on Thursday, March 22, 2012 at 4pm EST ("Contest Period"). The Contest will be conducted exclusively via text message. Ten (10) winners accompanied by one guest each will be awarded breakfast with Diggy Simmons in studio with the Russ Parr Morning Show on Friday, March 23, 2012 at 7:30 AM EST.

HOW TO ENTER:

To participate in the Contest, listeners of WKYS-FM (the "Station") who are legal residents of the U.S., residing within the Washington, DC metropolitan area. must do the following:

1. When prompted by on-air announcements during the Contest Period, listeners must text the keyword "DIGGY," their name and the name of their favorite track from Diggy Simmons' new album "Unexpected Arrival" to short code 23088.
2. Your mobile device must be capable of sending and receiving text messages to participate in this Contest. Standard text message and/or data rates may apply, and parental consent required for contestants under eighteen (18) years of age.
3. Eligible contestants who participate via text message will be entered into the drawing for a chance to win the grand prize.
4. One (1) text entry per person. Text entries must be received by 4pm EST on Thursday, March 22, 2012 or they will be void.
5. In the event of a dispute regarding the identity of a participant's entry, the entry will be deemed to have been made by the authorized holder of the mobile account at the time the entry was made.

ELIGIBILITY RESTRICTIONS:

1. The Contest is open to listeners of WKYS-FM who are legal residents of the U.S. residing within the Washington, DC metropolitan area.
2. Employees of the Station, Radio One, Inc., its subsidiaries, affiliates, general sponsors, advertisers, competitors promotional partners, other radio stations in the Washington, DC metropolitan area, and members of the immediate families or those residing in the households (whether related or not) of any of the above are NOT eligible to participate or

win in this Contest. For purposes of this Contest, family members mean spouses, parents, grandparents, children, and siblings and their respective spouses.

3. Once an individual wins a prize in this Contest, they are not eligible to win another prize in this Contest except as specified within these rules.
4. Persons who have won a prize in another Contest or promotion of any kind from the Station within the thirty (30) day period immediately preceding the start date of this Contest are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from the Station during any thirty (30) day period.

PRIZES:

1. Ten (10) winners and one guest will be awarded breakfast with Diggy Simmons in studio with the Russ Parr Morning Show on Friday, March 22, 2012 at 7:30am EST. Station not responsible for winner's transportation or any other expenses required to claim the prize.
2. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by Station management in its sole discretion.
3. All Contest winners', parent or legal guardian must sign and date official Station release and waiver forms as requested. If winner is under the age of 18, parent or legal guardian must complete form. Failure to do so will result in winner forfeiting the prize.
4. Prize will be awarded only upon winner verification, valid parental consent (for contestants under 18) and final approval by Radio One, Inc. Selected entrant will be notified phone within seven (7) business days after being selected (e.g., date of drawing). The selected entrant will then have seven (7) business days to respond with their information. If the winner or selected entrant is unable to be contacted within seven (7) business days after being selected (e.g. drawing date), is ineligible, fails to claim a prize or fails to return completed and executed release forms and affidavits (if applicable), as required by Station and Radio One, Inc., or if the prize notification or prize is returned undeliverable, that prize will be forfeited and if time permits, at the discretion of the Contest sponsor / and or Contest administrator, an alternate entrant will be selected as the winner by random drawing from among the remaining entries.
5. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by the Station, in its sole discretion to be ineligible, he/she will be required to forfeit the prize or to reimburse the Sponsor for the stated value of a prize if such a violation is found after the prize has been used by winner.
6. If for any reason a Contest winner decides not to accept an awarded prize, the winner will be required to sign a release form acknowledging forfeiture of the prize. It will be at the discretion of the Contest sponsor and / or Contest administrator if another contestant is to be selected as the winner if time permits.

7. If Contest winner does not claim their prize within seven (7) business days of prize winning notification, the prize will be forfeited.
8. Winners and/or their legal guardian must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their prize. Identification documents must match information provided during Contest registration.

EXECUTION:

1. During the Contest Period, eligible listeners will be encouraged to participate in the Contest by texting keyword DIGGY, their name and their favorite track name from Diggy Simmon's new album "Unexpected Arrival" to short code 23088 when prompted by the on-air personality.
2. Eligible contestants will be entered into a drawing for a chance to win breakfast with Diggy Simmons.
3. The grand prize drawing will take place after the conclusion of the Contest Period. Ten (10) prize winners will be selected by random drawing from among all eligible entries received via text message.
4. The winner will be contacted by phone provided with instructions for claiming the prize.
5. All decisions made by the Station and Radio One, Inc. (together "Company") management regarding any aspect of this Contest are final.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the prize. Winner is responsible for transportation to the breakfast location with Diggy Simmons.
2. Any person winning over \$600.00 in prizes will receive an IRS form 1099 at the end of the calendar year for tax purposes and a copy of such form will be filed with the IRS as required by law.
3. No purchase necessary. Contest is void where prohibited. Contest is subject to all applicable federal, state and local laws and regulations.
4. Odds of winning depend upon the number of eligible contestants participating during the Contest Period.
5. By participating in the Contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Contest, in any media now known or hereafter devised for advertising or promotional purposes without additional compensation, and must sign a publicity release prior to acceptance of the prize. By entering this Contest, each participant agrees to comply with the Official Rules and the decisions of the Contest sponsor which shall be final and binding in all aspects relating to the Contest.

6. All Contest winners will be required to sign a liability release prior to acceptance of any prize. Pursuant to the liability release, the winner or winners will agree to hold the Company, any other Contest parties and each of their respective affiliates, subsidiaries, agencies, officers, shareholders, directors, employees, agents and representatives of each of the foregoing, harmless against any and all claims or liability, directly or indirectly related to or arising from or in connection with Contest participation or the acceptance, possession or use / misuse of awarded prize or any portion thereof, or participation in prize-related activities, including but not limited to any related travel.
7. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their prize. Identification documents must match information provided during Contest registration.
8. The Station retains the right to disqualify any contestant if all Contest rules are not followed. Contest void if prohibited by law.
9. So long as no participant is materially adversely affected, the station reserves the right to make changes in the Contest rules, which will become effective upon being announced on the air and / or posted online.
10. The Company, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any contestant to complete or continue a telephone call, text entry or internet registration due to equipment malfunction, busy lines, inadvertent disconnections, unavailable network, server, Internet Service Provider (ISP) or other connections, communication failures or human error that may occur in the transmission, receipt or processing of entries, including any injury or damage to any computer arising from or relating to participation in this Promotion. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification.
11. By accepting the prize, the winner acknowledges that the Company, has neither made, nor is in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.
12. The Company, its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution of the Contest, including; cancellation of the Contest as a result of the occurrence of events not within the control of the Company, its subsidiaries, affiliates, participating sponsors, promotional partners and other radio stations, such as acts of God, strikes, terrorists acts or criminal acts of third parties. In the event, such an act should occur; reasonable attempts will be made to offer the winner comparable prize(s) currently being offered by the station in lieu of the prize originally awarded.
13. If for any reason, the Contest is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Contest is compromised by virus, bugs, worms or unauthorized human

intervention, fraud, an insufficient number of qualified Contest entries, or any other causes beyond the Company's control which, in the Company's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, the Company reserves the right to cancel, terminate, modify or suspend the Contest at its sole discretion.

14. Copies of contest rules are available upon request during regular business hours, Monday – Friday 9:00 a.m. to 5:00 p.m., in the offices of the Station, located at 8515 Georgia Avenue, 9th Floor, Silver Spring, MD 20910
15. This Contest is administered by Radio One, Inc. 5900 Princess Garden Parkway, Lanham, MD 20706.